a test strip comprising a sorbent material defining a flow path for transporting the liquid sample suspected to contain the ligand from a sample contact region to a test site and a control site;

conjugate(1st binder)-L
(11)

a first binding protein that specifically binds the ligand and forms a conjugate with a colored particulate material, so that when ligand is present in the liquid sample the conjugate forms a complex with the ligand;

a second binding protein that specifically binds the ligand for capturing the complex at the test site; and 3rd binder-1st binder-L
(1)

a third binding protein for capturing the conjugate at the control site,

wherein the sample contact region, the test site, and the control site are in lateral flow communication along the flow path such that after liquid suspected to contain the ligand is applied to the sample contact region the conjugate moves along the flow path and binds to the third binding protein of the control site to produce a color visible to the unaided eye indicative of a valid test result, and

wherein, if the ligand is present in the liquid sample, a specific binding reaction product comprising the ligand, the conjugate and the second binding protein accumulates in the test site to produce a color visible by the unaided eye indicative of the presence of the ligand in the sample.

41. (New) The device of claim 40, wherein the first binding protein is an antibody.

42. (New) The device of claim 40 or 41, wherein the first binding protein binds human chorionic gonadotropin.

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43. (New) The device of claim 40, wherein the second binding protein is an antibody.

44. (New) The device of claim 40 or 43, wherein the second binding protein binds human chorionic gonadotropin.

45. (New) The device of claim 40, wherein the second binding protein is an immobilized protein.

46. (New) The device of claim 40, wherein the second binding protein comprises an antibody immobilized on a particle.

47. (New) The device of claim 46, wherein the particle becomes entrapped in the test site.

48. (New) An immunoassay device for determining the presence or concentration of a ligand in a liquid sample, the device comprising:

an elongate test strip comprising a sorbent material which defines a lateral flow path for transporting by wicking or capillary action a liquid sample suspected to contain the ligand, together with a conjugate comprising a colored particulate material bound to a binder for the ligand, the ligand or an analog of the ligand, from a sample contact region to

a test site at which the ligand or complex of the ligand and conjugate aggregates to produce a color visible to the unaided eye, indicative of the presence, absence or concentration of the ligand and to

a control site at which the conjugate aggregates to produce a color visible to the unaided eye indicative of a valid test result.

49. (New) The test device of claim 40 or 48, wherein the conjugate is disposed in the flow path upstream of the test site and is mobilizable along the flow path with passing liquid.

50. (New) The test device of claim 49, wherein the conjugate is in dry form.

51. (New) The test device of claim 40 or 48, wherein the control site is located downstream of the test site.

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52. (New) The test device of claim 40 or 48, wherein the control site is a positive control.

53. (New) The test device of claim 48, wherein the binder for the ligand is an antibody.